

What is claimed is:

1 1. A method, comprising:
2 sending over a network from a server computer to a client
3 computer, information indicative of an image to be displayed
4 on said client computer, said sending comprising first sending
5 a first, reduced resolution version of said information and
6 second sending a second, improved resolution version
7 representing three-dimensional information;

8 first displaying, on said client computer, said first
9 information;

10 loading said second information over said network while
11 said first information is being displayed; and

12 after said second information is loaded, second
13 displaying said second information.

1 2. A method as in claim 1, wherein said second
2 displaying said second information replaces a display of said
3 first information.

1 3. A method as in claim 1, wherein said first
2 information is a two-dimensional image, and said second
3 information is a three-dimensional image.

1 4. A method as in claim 1, wherein said first

2 information is a progressively renderable image.

3 5. A method as in claim 1, wherein said information is
4 information indicative of an image of a product being
5 displayed.

1 6. A method as in claim 1, wherein said first image is
2 a two-dimensional image, and said first displaying includes
3 first displaying a lower resolution version of said two-
4 dimensional image, and subsequently increasing a resolution of
5 the two-dimensional image using additional information.

1 7. A method as in claim 6, wherein begins said loading
2 of said second information after said lower resolution version
3 is displayed.

1 8. A method as in claim 5, wherein said second image
2 has sufficient resolution to enable reading all labels on a
3 product represented by the image, from all angles.

1 9. A method as in claim 8, further comprising enabling
2 said three-dimensional image represented by said second
3 information to be rotated in any desired direction.

1 10. A method as in claim 5, wherein each view of the
2 three-dimensional image has sufficient size and resolution to

3 allow labels on the product to be read.

1 11. A method as in claim 5, wherein the second, three-
2 dimensional image has graded resolution, wherein one part of
3 the second information has a first resolution, and another
4 part of the second information has a second resolution.

1 12. A method as in claim 11, wherein said another part
2 is a higher resolution, used for reading labels on the
3 product.

1 13. A method as in claim 11, wherein labels on the
2 product are formed of text information.

1 14. A method as in claim 1, wherein said second
2 information is a complete three-dimensional rendering.

1 15. A method as in claim 1, wherein said second
2 information is a reduced data set three-dimensional rendering
3 formed of a plurality of discrete images from different views.

1 16. A method as in claim 15, wherein said views include
2 front, back, top, bottom, left and right.

1 17. A method as in claim 15, wherein said second
2 displaying second information comprises first displaying a

0050545-024500

3 default discrete image, and while said default two-dimensional
4 image is displayed, loading other discrete images in the
5 background.

1 18. A method as in claim 5, wherein said product is a
2 bottle.

1 19. A method as in claim 1, wherein said product is a
2 book.

1 20. A method as in claim 1, wherein said image is an
2 image of an entertainment media.

1 21. A method of selling goods over a remote information
2 server, comprising:

3 displaying, on a terminal of the remote information
4 server, a simulated three-dimensional representation of a good
5 to be sold;

6 controlling a direction of viewing the good from multiple
7 different directions, at least one of said directions
8 including readable information, and wherein said displaying
9 operates with sufficient resolution to enable reading the
10 information from the good.

1

1 22. A method as in claim 21 wherein said simulated

2 three-dimensional representation is a complete three-
3 dimensional representation which can be moved continuously.

1 23. A method as in claim 21 wherein said simulated
2 three-dimensional representation includes a plurality of
3 different discrete representations.

1 24. A method as in claim 21 wherein said image of the
2 good includes a first resolution portion including textural
3 information thereon at a first resolution suitable for
4 reading, and a second portion having information thereon at a
5 different resolution.

1 25. A method as in claim 21 further comprising
2 displaying the information on the remote information server by
3 first displaying a low resolution version while loading the
4 higher resolution version in the background.

1 26. A method as in claim 21 wherein said remote
2 information server is the Internet.

1 27. A method as in claim 21 where in said good is a book
2 and further comprising controls enabling reading at least a
3 cover and specified pages of said book.

1

1 28. A method, comprising:
2 obtaining an product to sell;
3 obtaining electronic packaging information associated
4 with said product to sell, along with said product; and
5 displaying said object over a remote information server,
6 or displaying said electronic packaging information associated
7 with said product.

1 29. A method as in claim 28, wherein said remote
2 information server is the Internet.

1 30. A method as in claim 29, wherein said electronic
2 packaging information includes at least a shape of the overall
3 package for the product.

1 31. A method as in claim 29, wherein said electronic
2 packaging includes at least readable labels for the product.

1 32. A method as in claim 31, wherein said product is a
2 product which is sold in a bottle.

1 33. A method as in claim 31, wherein said product is
2 entertainment media, and said labels includes liner notes from
3 the entertainment media.

1 34. A method as in claim 31, wherein said product is a

00505545-021600

1 35. A method comprising:

4 responsive to said request, sending first information
5 about said product to said client, said first information

```
8      causing said client to display first image;
```

12 subsequently displaying said three-dimensional view.

2 subsequently allowing a user at the client to view the product
3 from different perspectives.

1 37. A method as in claim 36, wherein the product is an
2 product that comes in a bottle.

1 38. A method as in claim 36, wherein the product is a
2 book.

1 40. A method, comprising:

6 sending said graded resolution representation over a
7 network to a client; and

8 displaying said graded resolution image at said client
9 site.

1 42. A method as in claim 41, wherein said label has a
2 higher resolution.

1 44. A method as in claim 40, wherein said network is the
2 Internet.

1 45. A method as in claim 44, wherein labels are formed
2 with a higher resolution than at least one other part of the
3 image.

1 46. A method as in claim 40, wherein the object
2 representation is formed of different zones, each having a
3 different kind of information.

1 47. A method as in claim 46, wherein information on a
2 readable portion of said object is in a format which includes
3 text, and a look of the text.

1 48. A method as in claim 40, further comprising enabling
2 the object to be rotated on the client.

1 49. A method as in claim 48, wherein said representation
2 includes both two-dimensional and three-dimensional
3 information.

1 50. A method, comprising:
2 obtaining information including an image of both a
3 product, and an outer packaging that is separate from the
4 product;
5 sending said information from a server of a network to a
6 client of the network; and
7 at the client of the network, allowing the user to view

1 51. A method as in claim 50, wherein said outer
2 packaging is a three-dimensional representation of a box
3 covering the product, and said inner packaging is the product
4 itself.

1 53. A method as in claim 51, further comprising
2 displaying a control enabling opening the box to reveal the
3 product inside.

1 55. A method as in claim 50, wherein said product
2 information comprises a plurality of discrete two-dimensional
3 views collectively forming a simulated three-dimensional view.

28

1 57. A method as in claim 56, wherein said second time is
2 in the background while the current view is being displayed.

1 58. A method as in claim 56, wherein said second time is
2 when requested.

1 59. A method as in claim 50, wherein said network is the
2 Internet.

1 60. A method as in claim 50, further comprising
2 displaying by first loading a reduced resolution image,
3 displaying said reduced resolution image, and then loading an
4 increased resolution image.

1 61. A method as in claim 60, wherein said reduced
2 resolution image is a two-dimensional representation, and said
3 increased resolution image is a three-dimensional image.

1 62. A method of displaying a simulated three-dimensional
2 image, comprising:

3 first, obtaining a simulated three-dimensional
4 representation of an object, which represents the object from
5 multiple points of view, each of said multiple points of view
6 being a discrete representation of the object;

7 sending a first of said discrete images over a network to
8 a client of the network, and displaying said discrete image on

9 said client of the network;
10 detecting a request for a different view on a client of
11 the network; and
12 displaying said different view.

1 63. A method as in claim 62, further comprising loading
2 other discrete views in the background, while the first view
3 is being displayed.

1 64. A method as in claim 62, further comprising loading
2 an additional view when requested.

1 65. A method as in claim 62, wherein each of said views
2 comprise compressed image versions.

1 66. A method as in claim 62, wherein there are n images
2 representing different views from different discrete angles,
3 further comprising loading a default image first, displaying
4 said default image, and, after the default image is loaded,
5 loading the other n-1 images in the background.

1 67. A method as in claim 66, further comprising
2 displaying, on the client, a rotation requesting key.

1 68. A method as in claim 67, further comprising:
2 detecting a request for rotation;

3 determining a different image which would be seen based
4 on the requested rotation; and
5 displaying said different image responsive to the
6 request.

1
1 69. A method as in claim 62, wherein the representation
2 is product packaging.

1 70. A method as in claim 69, wherein the network is the
2 internet.

1 71. A method as in claim 69, wherein the product is a
2 book.

1 72. A method as in claim 69, wherein the product is a
2 product in a bottle.

1 73. A method as in claim 62, further comprising
2 determining different parts of the packaging, storing an image
3 of the first part of the packaging using a first compression
4 technique and storing an image of a second part of the
5 packaging using a second compression technique.

Sub A
74. A method comprising:
2 obtaining a plurality of images representing information
3 about contents of a book, at least some of said images

4 including readable information;
5 detecting a request for specific book information from a
6 client, over a network;
7 determining a previous number of requests from said
8 client about said book; and
9 sending said information to said client.

1
1 75. A method as in claim 74, further comprising
2 determining if said number of requests is greater than a
3 predetermined number, and sending said information only if
4 said number is not greater than said predetermined number.

1 76. A method as in claim 74, wherein said information
2 comprises images of a jacket of the book, and images of text
3 on the jacket of the book.

1 77. A method as in claim 76, wherein said information
2 further comprises information about pages of the book.

1 78. A method as in claim 74, wherein said information on
2 pages of the book includes text information.

1 79. A method as in claim 74, wherein one of said images
2 comprises multiple zones of information including a first zone
3 of decorative information and a second zone of readable

4 information, said first and second zones being stored in
5 different ways.

1 80. A method as in claim 79, wherein said second zone of
2 readable information is stored as text.

1 81. A method as in claim 79, wherein said first zone of
2 decorative information is stored as a compressed image.

1 82. A method as in claim 75, wherein said network is the
2 internet.

1 83. A method, comprising:

2 in a server of a network, storing a plurality of images
3 representing pages of a book, said images stored with a
4 resolution effective to enable said book to be read; and

5 responsive to a request over the network, sending one of
6 said images to a remote node.

1 84. A method as in claim 83, wherein said network is the
2 internet.

Sub B₂
1 85. A method as in claim 84, further comprising
2 determining if the request for pages exceeds a certain
3 threshold, and sending said information only if said threshold
4 is not exceeded.

1 86. A method as in claim 85, wherein said images are
2 classified according to whether they count towards said
3 threshold, and incrementing a counter when an image that
4 counts towards said threshold is requested.

1 87. A method as in claim 85 wherein said determining
2 comprises storing information indicative of an amount of
3 reading into a computer file.

1 88. A method as in claim 87 wherein said computer file
2 is a cookie.

1 89. A method as in claim 87 wherein said computer file
2 is persistent.

1 90. A method as in claim 87 wherein said computer file
2 expires after a predetermined time.

1 91. A method comprising:
2 receiving, at a client of a network, information about
3 which of a specified plurality of images to be displayed, each
4 of specified plurality of images showing textual information
5 and at least a plurality of said images showing non-textual
6 information, said textual information representative of
7 contents of an entertainment media; and
8 displaying said images responsive to said requests.

005054-01500

1

1 92. A method as in claim 91 wherein said information
2 media is a book.

1

1 93. A method as in claim 91 wherein one of said images
2 includes liner notes.

1

1 94. A method as in claim 91 wherein said specified
2 images include a front, a back cover, a spine, and liner
3 notes.

1

1 95. A method as in claim 94 wherein said images do not
2 include an image of a top edge of the book and an image of a
3 bottom edge of the book.

1

1 96. A method as in claim 92 further comprising
2 displaying a screen tip, indicating what the reaction will be
3 to a specified operation.

1

1 97. A method as in claim 92 further comprising
2 commanding an opening of the book to see an inside of the
3 book.

1

1 98. A method as in claim 91 wherein each of said images

2 use a graded resolution, which provides readable resolution
3 for readable parts and a different resolution for non-readable
4 parts.

1

1 99. A method as in claim 91 wherein said readable parts
2 are in a text format and said different parts are in an image
3 format.

1

1 100. A method as in claim 91 further comprising
2 displaying keys which enable moving a position of viewing.

1

1 101. A method as in claim 100 wherein said keys change
2 meaning depending on their position.

1

1 102. A method as in claim 91 further comprising detecting
2 a number of pages that have been read, and limiting use to
3 said number of pages.

1

1 103. A method as in claim 102 further comprising
2 detecting a type of page which is being requested, and
3 limiting use of only a specified type page.

1

1 104. A method as in claim 91 wherein said network is the
2 Internet.

0050545-02400

1

1 105. A method of reading a book over the Internet,

2 comprising:

3 requesting a page of a book on a client of the Internet;

4 determining, in a server of the Internet, if more than a

5 specified number of pages of said book have been requested by

6 a specified user; and

7 sending said page only if the specified number of pages

8 does not exceed a threshold.

1

1 106. A method as in claim 105 wherein the specified pages

2 are specified types of pages, and wherein non-specified types

3 of pages are sent without said limit.

1

1 107. A method as in claim 105 further comprising allowing

2 the user to read beyond the specified number of pages after

3 paying a fee.

1

1 108. An apparatus comprising:

2 a client computer, connected to a network, said client

3 computer operating to display a first image indicative of a

4 reduced resolution version of an image to be displayed, and a

5 second image indicative of an increased resolution version of

6 information to be displayed, said second image comprising

7 three-dimensional information, and

8 a process, running in said client computer, which first
9 displays said first information, and second loads said second
10 information while said first information is being loaded.

1

1 109. An apparatus as in claim 108 further comprising a
2 network server which stores said images.

1

1 110. An apparatus as in claim 109 wherein said network
2 server stores a reduced quality three-dimensional image and an
3 increased quality three-dimensional image.

1

1 111. A method of manufacturing and selling products
2 comprising:

3 at a manufacturer, designing packaging material to use
4 for housing said product;

5 housing said product using said packaging material;

6 also forming an electronic version of said packaging
7 material; and

8 selling said product to a distributor along with both
9 said non-electronic and said electronic packaging material.

1

1 112. A method as in claim 111 wherein said selling
2 comprises displaying said product for sale over the Internet

3 using said electronic packaging material.

1

1 113. A method as in claim 24 wherein said second
2 resolution is a lower resolution than said first resolution.

1 114. A method as in claim 51, further comprising enabling
2 viewing the box from a plurality of different angles.

1 115. A method as in claim 91 wherein said information
2 media includes video or audio-containing information.

009720-91950560

Add
A'